

PROFESSOR OF MARKETING

Job Ref: REQ16627

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Please note that this is a generic job description for the position of Professor.

Job Grade

Research, Teaching and Enterprise Grade 9

Job Purpose

To lead the strategic development of the School's MBA programmes.

To work with academic staff in the School of Business and Economics to ensure that the ambitions set out in the University's Strategy, Building Excellence are achieved.

To lead the development and implementation of research, teaching and enterprise strategy to maintain vitality in the activities of the School of Business & Economics generally and in the post-holders discipline area specifically.

To engage personally with those activities, adding to the School's international reputation.

Job Duties

Academic Leadership

- To provide academic leadership for the activities of the School, specifically in the MBA programme and the post-holders discipline area, as well as more generally across the School and the University.
- To pursue excellence in research, teaching and enterprise and to inspire others to do the same.
- To play the lead role in the development and communication of the strategic vision for the MBA programme.
- To lead and participate in internal and external networks to foster collaboration and to promote the MBA programme and the post-holders discipline field, the School and the University, nationally and internationally.
- To monitor the external environment and ensure that the School and University capitalise on emerging opportunities and to review the scope of current academic provision.

Research

- To pursue an 'internationally competitive' personal research programme consistent with the research priorities of the School of Business & Economics that increases the global visibility and reputation of the University.
- To secure external research funding.
- To supervise and manage research projects.
- To publish the outcomes of research in outlets of international standing.
- To attend and contribute to the organisation of major international conferences.
- To supervise postgraduate students at Masters and Doctoral levels.
- To initiate, lead and collaborate in research initiatives with colleagues both within the University and externally.
- To initiate, lead and collaborate in research initiatives with other HEIs and other relevant bodies.

Teaching

- To lead colleagues in the School in delivering an exceptional learning environment for students.

- To teach and inspire undergraduate and postgraduate students, and to conduct associated assessments.
- To provide academic and pastoral support to undergraduate and postgraduate students.
- To promote the use of a range of methods and techniques in teaching, learning and assessment.
- To engage in the evaluation and development of modules for which you have responsibility, in terms of content, delivery and assessment.
- To be responsible for the design and content of specific areas of teaching and learning within the School's undergraduate and postgraduate programmes.
- To lead colleagues in the continuous review and development of the School's taught programmes and the curriculum.

Enterprise

- To initiate and lead engagement with business, public and voluntary organisations through knowledge exchange activities such as student projects and placements, research collaboration, consultancy and specialist training.
- To create social, cultural and economic impacts from academic, especially research, activity.
- To secure external funding in support of these activities.

To seek opportunities for the commercialisation of research and the formation of social enterprises.

Related Activities and Functions

- To appraise and advise staff on personal and career development plans.
- To work effectively with relevant administrative, technical and academic staff in the School and across the University.
- To carry out specific administrative roles and functions as may be reasonably required.
- To take part in and, on occasion, act as chair of one or more of the School's committees.
- To engage in training programmes in the University (e.g. through Staff Development) which are consistent with your needs and aspirations and those of the School.
- To undertake such other duties as may be reasonably requested and that are commensurate with the nature and grade of the post.
- To engage fully with the annual Performance and Development Review (PDR) process.

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Dean of the School of Business and Economics and the Associate Dean (Teaching). However, on a day to day basis the post-holder will report to the Head of Discipline for the post-holders discipline area regarding research, teaching and related activities.

Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Leadership experience gained within university or business settings including: <ul style="list-style-type: none"> • project management • leading collaborations • managing professional staff (academic or otherwise) within a team. • managing budgets • strategic leadership of MBA programmes 	1,3
	Evidence of research and/or academic activity in a subject/discipline consistent with the needs of the School of Business & Economics.	1
	A sustained and continuing record of excellence which has contributed to the furtherance of knowledge in a subject/discipline relevant to the School of Business and Economics, and is recognised by an international reputation in that area.	1, 3
	Experience of leading and participating in projects in internationally recognised academic research including sustained experience at a senior level.	1
	Evidence of authoring a substantial body of original work, in the highest quality refereed academic journals as judged against international norms.	1
	Extended experience of successfully supervising the projects of taught and research students or company staff at equivalent levels.	1,3
	Experience of presenting research work at international scientific conferences.	1
	Experience of teaching and assessment at undergraduate and postgraduate level and of curriculum development.	1,3
	Experience of work in or in collaboration with business.	1
	Candidates from outside of academia must be able to demonstrate the ability to make the transition to becoming a top academic	1,2,3
Skills and abilities	Demonstrated ability to develop a major original research programme on your own initiative and to persuade others of its importance orally and on paper.	2,3
	Demonstrated ability to secure substantial research funding and/or enterprise funds from external / company sources on a regular basis.	1,3
	Demonstrated ability to create social / cultural / economic impacts from professional activity.	2,3
	Ability to stimulate and inspire others as reflected in academic	2,3

	leadership and influence beyond own discipline/institution.	
	Excellent communication and interpersonal skills which give you the ability to engage with students, colleagues, business and other agencies on a wide variety of matters.	1,2,3
	Experience of leading a team.	2,3
	Excellent IT skills.	1
Training	Commitment to and evidence of continuing professional development.	1,3
Qualifications	Relevant PhD or equivalent experience.	1
Other	Commitment to observing the University's Equal Opportunities policy at all times.	1,3
	Formal recognition of professional standing in teaching (e.g. Fellow of the HEA) or commitment to obtaining this within reasonable timeframe.	1

Desirable Criteria

Area	Criteria	Stage
Experience	Experience at research group head or equivalent level including: <ul style="list-style-type: none"> strategic planning and delivery promoting your organisation. 	1,3
	Experience in commercial exploitation of products / services or formation of social enterprises.	1,3
Skills and abilities	A sound understanding of the structure of universities and issues facing the UK higher education sector, for example: <ul style="list-style-type: none"> research funding opportunities in UK HE. 	2,3
	<ul style="list-style-type: none"> the challenges faced in recruiting students to UK HE. 	1
Qualifications	Appropriate professional status	1

Conditions of Service

The professorial position is full time and open-ended with a 5-year (renewable) term as Director of MBA Programmes. Salary will be on Salary is Research, Teaching and Enterprise Professorial grade 9, starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see

Informal Enquiries

Informal enquiries should be made to Professor Stewart Robinson, Dean of the School of Business and Economics by email at: S.L.Robinson@lboro.ac.uk.